RJ Reynolds Tobacco Company

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6 April, 1998

TO : ALL ROU'S EXCEPT 1810, 2110, 2210

SUBJECT: ***SOUTHLAND / 7-ELEVEN - C.I.D. 0001-XX-XX***
JUNE DORAL B2G1F - B1G1F

Ladies and Gentlemen,

Per my letter dated March 10, 1998 relative to the above subject, listed below are 7-Eleven survey results and sku needs by McLane Divisions :

MC LANE DIVISION	PROMOTION	SKU NEEDS
Southwest	Doral B2G1F	135
Sun East	Doral B2G1F	273
Mid Atlantic	Doral B2G1F	145
Midwest	Doral B2G1F	62
Western	Doral B2G1F	147
Northeast	Doral B1G1F	75
~~Northwest~~	~~Doral B1G1F~~	~~140~~
Sun West	Doral B1G1F	14
Mid Atlantic	Doral B1G1F	239
Southern California	Doral B1G1F	220
Pacific	Doral B1G1F	102

As outlined in my previous letter (see attached), ROU's with McLane Divisions should ensure product and displays are ordered in correct amounts.

The survey results are low, so in some instances the estimates supplied by RJR Managers with Southland Divisions to ROU's will exceed the amount needed. Listed below are estimates communicated to ROU's in March.

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Source: https://www.industrydocuments.ucsf.edu/docs/kmcn0000

ROU #	ESTIMATED NEEDS
1110	15 (B1G1F)
1210	18 (B1G1F)
1310	91 (B1G1F) 25 (B2G1F)
1610	14 (B1G1F)
1710	10 (B1G1F) 4 (B2G2F)
2310	400 (B2G2F)
2610	138 (B2G2F)
2910	84 (B1G1F) 335 (B2G1F)
5110	2 (B1G1F) 120 (B2G2F)
5410	450 (B1G1F)
5610	120 (B2G2F)
5810	200(B1G1F) 100 (B2G1F)
6210	66 (B2G2F)
6310	3 (B2G2F)
6610	152 (B2G2F)
6710	50 (B2G2F)
6910	31 (B2G2F)

Your assistance in working this promotion in 7-Eleven is greatly appreciated. Should you have any questions, please advise.

Sincerely,

Jeff

Jeff S. Rumberger

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cc: Monee Anaya, Dennis Bellinger, Denny Bomgardner, Jim Bryant, Marianna Conroy, Chris Huff, Jeanne Swisher, Linda Zelles, Affected RSM's, AVP's

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Source: https://www.industrydocuments.ucsf.edu/docs/kmcn0000